

1. Call to order – introduction of Steve Maclin
2. Approval of Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. Expenditures
 - ii. Introduction of Kimberly Murray
 - iii. Next Meeting Date
 - Vice Chairperson's Report
 - i. Stakeholder Involvement/OTWBA Conversation
 - ii. Transition
4. Standing Committee Reports
 - Economic Restructuring Committee
 - Organization Committee
 - Design Committee
 - Promotions Committee
 - Ad Hoc Committees – Bylaws Revision
5. Downtown Manager Updates
 - Stakeholder Meeting – response to Free Marketing Opportunities
 - Farmers Market
 - Events
6. Old Business
 - Logo Use Policy
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next regular meeting will take place **July 2, 2015 at 5:30 p.m. in the Exhibit Hall, 4th floor of City Hall.**



Greatness Program

What is the Greatness Program?

A plan being developed by the OTDB and the OTDB Economic Restructuring Committee with guidance from stakeholders designed to:

Continue the growth towards City Council's vision of a vibrant revitalized downtown.

Build good will amongst all businesses in Old Town, particularly those that do not feel they directly benefit from Old Town Events and Promotions.

Reward the businesses in Old Town that have already proven to be "Great" and are the models for success in Old Town. And, use these businesses as examples, and mentors for businesses that are struggling to become "Great".

Build cross-promotion opportunities with Old Town, individual businesses and event promotion in conjunction with the Greatness Program Promotion to increase targets for potential visits to Old Town.

Increase business participation in events and promotions and increase hours of operation for businesses in Old Town.

Who can participate?

Any Business in Old Town.

What is the benefit of participation?

Well planned strategic media promotion featuring participating businesses in various media outlets.

Who establishes the guidelines for participation?

A committee consisting of interested stakeholders from retail, dining, professional, attraction and service businesses and members of the OTDB Economic Restructuring Committee.

Who will plan and execute the promotion campaign?

OTDB Promotions Committee, Old Town Staff and Existing Contracted Promotion Company.

How will the promotion campaign be funded?

City Council approved \$20,000 based on the estimated Gross Profit from the year's events to establish the "Greatness Program" and fund it for the year.

Will this be a one year plan?

If City Council decides that this is a beneficial program, The Old Town Development Board would like to ask City Council to consider using these funds to annually fund the "Greatness Program".

Questions, comments or to get involved with this program email OTW@WinchesterVA.gov.

Performance Review

**USA Sports & Marketing
Services**

Dario Savarese

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dario@fullcirclem.com

Kidz Fest, May 16th, 2015

Activities and Actions

Outcomes

Intangible Value

- There were 15 new participants and over 50 total exhibitors (about 10 more than 2014).
- Attendance on the Kidz Fest (KF) was over well over 4,000 + persons/consumers throughout the day.
- Heavy rain started at 4:00 P.M. and cut the event short, but still Kidz Fest was a huge success.
- The Old Town Winchester brand was a key fixture in all the marketing ma
- One way to measure success will be the sales tax from the businesses (retail & restaurants) for KF. These numbers will be reported by Jennifer Bell and we anticipate them to be positive.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2014 and 2015
- Merchants on the walking mall agreed the KF was a huge success, with crowds that filled the mall from 11:00 to 4:00 exceeding over 4,000 consumers.
- The media impact from our campaign, over \$15,000, promoted Old Town Winchester and the KF. In our surveying of the public there have been many consumers who expressed, "Glad to see the return of this event".

Media Campaign:

The Winchester Star -

COST:\$300.00

VALUE \$2,500

- KF had a featured post story and photos within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$1,000
- KF received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget \$300.00 paid budget.

- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

I Heart Media: Q102, FOX 99.3, KISS 98.3

COST \$500

VALUE \$5,500

- Each of the three stations ran a 5 day campaign for KF. The stations ran a combination of produced: 15 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF event. The value KF received was well over \$3,000 value.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$2,500.
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media Radio 3 stations 92.5 WINC, Big Country 105, 1400 AM

COST \$750

VALUE \$5,000

- Each of the three stations ran a 5 day campaign for KF. The stations ran a combination of produced: 30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF events. The value KF received was well over \$3,000.
- Also developed was a paid advertising schedule of \$750 where they provided additional liners and web-site ads on the home page, Comcast slide. Package was valued at over \$3,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

Video Promo (Google Ad's and Social Media)

COST \$150

VALUE \$5,000

- We created a :43 advertisement for Google ad's/facebook which ran a 10 day campaign for KF.
- Also developed a paid advertising schedule of \$150 between Facebook and google ad's
- There were a total of 4,774 full views of the video.
- Reach & impressions made by the video were 38,128.
- There were many unique impressions made by audiences who did not fully watch the video but the average view was 38 seconds. Package valued at over \$3,500.

Facebook campaign – OTW likes over 9,934

- We placed 12 different facebook pposts with different images keeping the post fresh.

	<ul style="list-style-type: none"> Collectively we hit 50,000 reaches. There were over 200 shares from the posts highlighting Old Town Winchester Valued at \$XXXX <p>Twitter campaign – Twitter fans over 2,000 followers</p> <ul style="list-style-type: none"> We have tweeted and kept constant campaign going to promote KF. Valued \$XXXX <p>EMAIL Blasts</p> <p>COST \$00.00 VALUE \$1,000.00</p> <ul style="list-style-type: none"> Developed an Old Town business list with names, companies, phone, and email addresses of over 500 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events. Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 2,000 regional businesses and personal contacts. <p>Posters and Signage</p> <p>COST \$00.00 VALUE \$500.00</p> <ul style="list-style-type: none"> We developed posters for the events and distributed 40+ to local businesses Developed events signs that were placed around the downtown area to attract people in the area <p>Churches, School, Civic Groups and Human Resource Directors</p> <ul style="list-style-type: none"> Sent fliers and information about KF to a list of the 100+ groups throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their groups.
Attendance	<p>Walking Mall</p> <ul style="list-style-type: none"> 4,000 plus in attendance on the Old Town Mall for the KF was in excess persons/consumers, strolling, shopping and eating at the restaurants. This event was a non-ticketed event. Retail business have also expressed that they are seeing consumers come back following special events.
Music - Kids Activities	<p>Kid's Activities</p> <ul style="list-style-type: none"> These events were interactive and experiential We added 15 new exhibits This event featured a variety of kid's activities which were free to families. We had over 50 exhibitors and activities.

	<ul style="list-style-type: none"> We also had performers on the Mall, including; magicians, acoustical musicians, balloonist, jugglers, inflatables and more. These activities have proved to be very well received. Guest performers were overly impressed with the set up and event atmosphere. The hospitality of Old Town was well received by our visitors and sponsors.
Sponsorships	<ul style="list-style-type: none"> For KF we had sponsorship commitments of over \$9,500 cash and vendors of over \$2,000 trade total of over \$11,000.00 (final number subject to change). We increased sponsorships by \$2,000.00 We have received strong media sponsorship/partnerships/trade value totaling in media towards KF of over \$15,000
Operations	<ul style="list-style-type: none"> The KF event had a very sharp look and created a fun atmosphere. Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end.
Food Vendors	<ul style="list-style-type: none"> In keeping with the other events we decide to not focus on food vendors on the mall and drive consumers to the restaurants on the mall. We communicated with restaurants suggesting them to offer kid friendly meals if that was not standard for them
Impact on Downtown Business	<ul style="list-style-type: none"> The KF was a huge success. In surveying the downtown businesses everyone had increased traffic and sales during the event. Many of the businesses cross promoted the event, and understand the importance of the cross promoting. We also requested businesses to cross promote the event via their own social media which they did.
Survey Results	<ul style="list-style-type: none"> How would you rate the event? Excellent – 34 Very Good – 24 Fairly Good – 2 Mildly Good – 0 Not Good – 0 Would you be likely recommend the event? Extremely –36 Very–22 Moderately–2 Slightly – 0 Not At All – 0 Did you visit any shops or restaurants? 60 yes, 0 no Where are you from? Frederick County–32 Winchester–20 Clarke/Warren/Page/Shenandoah County–5 West Virginia–2 Maryland–2 Loudoun County–4
Winchester Police Department/Fires/Rescue	Chief of Police and Fire reported the crowd was great, and there were no incidents on record.